

# OPENING IN DEL AMO CENTER TODAY!

Shop, lay-away, charge, time payment  
at 9:30 a.m.! Shop Mon., Thurs.,  
Free parking for 5,000 cars!



**PENNEY'S**  
ALWAYS FIRST QUALITY!



## OPENING SPECIAL! SPORT SHIRT ARRAY! SPRING'S NEWEST!

Arnel®—Cotton Checks! Polished Dobbies! Embroidered Cupramas®!  
Cotton-Cupionis®! Dan River Woven Plaids! More! More! More!  
Special Opening Coup! Spring's newest short sleeve Stylings in a fan-  
tastic selection of luxury fabrics...all made to sell for much more! All  
are made to Penney's exacting specifications! Colors galore!

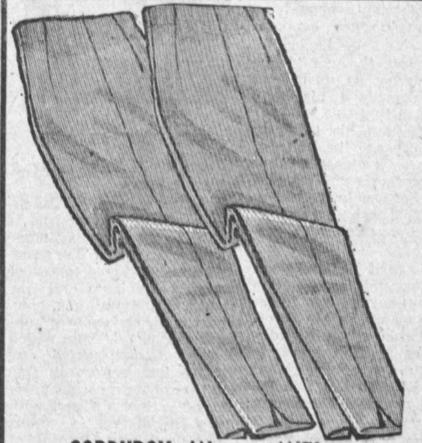
S-M-L-XL **3 for \$5**



### BLOUSE SPECTACULAR! AT OPENING SAVINGS!

Solids! Stripes! Plaids! Colors galore! Choose  
Dacron® polyester and cotton blend...  
wash 'n wear finish combed cotton, more  
Choose classic "Italian" or convertible col-  
lar styling. Sizes 34-38.

**2 for \$3**



### CORDUROY ANKLE PANTS REAL FASHION—VALUE!

Penney's reed-slim ankle pants feature hi-  
rise waist, back zipper. Tailored from fine  
cotton corduroy in black and assorted new  
fashion-colors. This low price lets you charge  
a season's full. 8-18.

**1.99**



### OPENING SPECIAL! BIG BOUFFANT ASSORTMENT!

New Spring array of women's soft, sheer,  
multi-skirt bouffant slips at big savings! All  
feature nylon tricot trossos with elasticized  
waists. Charge one in every color... white,  
black, pink, lilac. S-M-L.

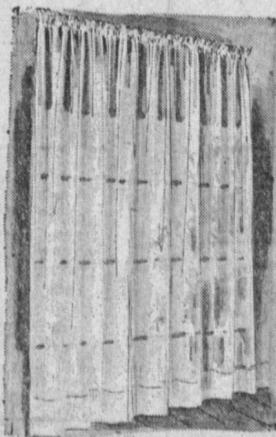
**2.99**



### GIGANTIC SPRING JEWELRY ARRAY AT BIG SAVINGS!

Why not lead the Easter parade with Pen-  
ney's newest and biggest "jewelry" selec-  
tion! Array of earrings, necklaces and brace-  
lets in bright, new fashion-colors. Charge  
several... match every outfit!

Your Choice **2 for \$1**



### CHARGE OUR SUPER VALUE DACRON® SHEERS!

Now you can enhance any window at open-  
ing savings! Don't miss Penney's delightfully  
sheer Dacron® polyester panels! Crisp  
white. Charge all you want during our Open-  
ing Bargain prices.

**99c each**



### 4-YARD PRE-CUT DRESS LENGTHS AT BONUS PRICE!

You won't believe Penney's gigantic selec-  
tion of 4-yard dress lengths... all top  
quality cotton. Choose 80-square prints, sol-  
ids. Come in and charge our ahead-of-the-  
season Spring fabrics now!

**4 yds. \$1**

**HUNDREDS OF UNADVERTISED OPENING SPECIALS IN EVERY BIG DEPARTMENT!**